

MINUTES OF MEETING
CITY OF DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY
MONDAY, OCTOBER 12, 2015 – 6:00 P.M.

1. Call to Order/Roll Call

Chairman Salvino called the meeting to order at 6:00 p.m.

Present:

Chairman:	Marco A. Salvino, Sr.
Vice-Chairman:	Bobbie H. Grace
Board Members:	Chickie Brandimarte
	Walter B. Duke, III
	Albert C. Jones
Executive Director:	Rachel Bach
City Attorney:	Thomas Ansbro
CRA Secretary:	Tom Schneider

2. Citizen Comments

There were no citizen comments at this meeting.

3. Administrative Reports

Interim CRA Director Bach said there were no reports, but the agenda items related to continuing services contracts could be discussed. She noted work continues on the Healthy Community Zone strategic plan, which will be brought forward to a City Commission meeting; the kickoff for the HCZ will be in November.

Board Member Jones suggested girls' fitness be a part of our Healthy Community Zone, and that we discuss how to include the southeast neighborhood.

4. Presentations

4.1 CRA PATCH Update and Operation Plan

Dion Taylor, Principal, ENO Consulting, gave a PowerPoint presentation, a copy of which is attached to and incorporated in these minutes.

Vice-Chairman Grace asked that community churches be included among those who receive some of the produce that is leftover after closing, in order to avoid throwing away anything that

can be used. She also asked what we are planning now and in the near future; how many children from Collins and Dania Elementary Schools are participating in the outreach program; how many other businesses are potential partners; and whether Mr. Dion has reached out to the Juice Bar in Dania Beach.

Mr. Taylor said the Juice Bar presently buys from the PATCH. He addressed the six crops being grown this year, and will amount to 5,160 pounds of food.

Vice-Chairman Grace spoke of Farmers Markets in the Tampa area, and asked if we would be doing the things they are doing, such as providing baskets, allowing sampling of products, and placing recipes in the bags at check-out. She questioned whether we are doing a cook book, which has been talked about since the inception of the PATCH.

Mr. Taylor said they sometimes print recipes and this could be made a consistent activity. He noted an item in harvest is featured on the website, including a recipe.

Interim CRA Director Bach noted we have a newsletter that will feature recipes, and we will be doing a community cook book with the assistance of the marketing team.

Mr. Taylor said he will talk to Dania Elementary about the outreach program. He is waiting to hear from Mr. Ford at Collins Elementary regarding the Farm-To-School Program that was put together for them, and will report back at the next board meeting.

Board Member Brandimarte asked how we get the product sheets to local restaurants in order to increase sales, and said she would like to have a copy of one currently used.

Mr. Taylor explained this year he is working with the RMA marketing team to put together an information packet, which will include a commercial customer sales sheet. He confirmed businesses will get a bulk rate discount.

Board Member Jones asked how the volunteer aspect is going, and suggested reaching out to see about incorporating community service hours.

Mr. Taylor said there has been a great volunteer response. There is always something that needs to be done at the PATCH and they rely heavily on volunteer hours. He noted they can leverage the volunteer hours for getting grant money, and they have a system to keep a record of volunteer hours.

Board Member Jones mentioned Hollywood Academy and Bethune, and wondered if we could develop a patch that says "Horticulture PATCH" to entice kids to get involved, as with being in a club, whereby participants would earn a patch for several things they have completed. He questioned what Mr. Taylor's priorities are and if there is a timeline.

Mr. Taylor said the number one priority is to get to sustainability, and he spoke of a statewide local-food system model that is underway. With other community gardens or farms coming online, we are a player in a larger field of growers; this will get us to sustainability.

Board Member Jones noted Farm Share was here and gave out food; he asked if there is a way we can involve them or whether we should involve them.

Mr. Taylor responded Pastor Holt has a successful program and the press it gave to the PATCH was invaluable.

Board Member Jones said he would like to see us sell the produce, but would also like us to give it away if it is leftover. Also, somewhere in the plot we need to make sure there is the opportunity to give to this community; giving away to the community would help sales.

Mr. Taylor said they are working on finding the right formula to get the immediate community to come and participate more.

Board Member Jones suggested Mr. Taylor go to the churches and invite them to come to the PATCH. He added we are going to have to address the lack of electricity and storage and food packaging components.

5. Consent Agenda

5.1 Minutes:

Approve Minutes of September 2, 2015 CRA Board Meeting

Approve Minutes of September 8, 2015 CRA Board Special Meeting – Budget Adoption

5.2 Travel Requests:

Request of Rachel Bach, Interim CRA Executive Director, to attend the 2015 Florida Redevelopment Association Annual Conference on October 21-23, 2015, in Tampa, Florida (estimated cost \$1,216.40)

Request of Kathleen Weekes, CRA Manager, to attend the 2015 Florida Redevelopment Association Annual Conference on October 19-23, 2015, in Tampa, Florida (estimated cost \$2,009.80)

5.3 RESOLUTION #2015-CRA-006

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING THE PROPER CRA OFFICIALS TO EXECUTE AN AGREEMENT WITHOUT COMPETITIVE BIDDING WITH ALCADE & FAYE (A&F), LTD. TO PROVIDE FEDERAL PUBLIC AFFAIRS AND LEGISLATIVE SERVICES, IN AN AMOUNT NOT TO EXCEED \$40,992.00 WITHOUT ADVERTISEMENT FOR BIDS; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

5.4 RESOLUTION #2015-CRA-007

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING THE PROPER CRA OFFICIALS TO EXECUTE AN AGREEMENT WITHOUT COMPETITIVE BIDDING WITH MOSKOWITZ, MANDELL, SALIM & SIMOWITZ, P.A. TO PROVIDE LEGAL SERVICES AS SPECIAL COUNSEL TO THE CRA; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

5.5 RESOLUTION #2015-CRA-008

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING THE PROPER CRA OFFICIALS TO EXECUTE AN AGREEMENT WITHOUT COMPETITIVE BIDDING WITH WEISS, SEROTA, HELFMAN, PASTORIZA, COLE & BONISKE, P.L. TO PROVIDE LEGAL SERVICES AS SPECIAL COUNSEL TO THE CRA; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

5.6 RESOLUTION #2015-CRA-009

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING THE PROPER CRA OFFICIALS TO EXECUTE AN AGREEMENT WITHOUT COMPETITIVE BIDDING WITH REDEVELOPMENT MANAGEMENT ASSOCIATES, LLC, TO PROVIDE MANAGEMENT AND MARKETING CONSULTING SERVICES RELATED TO COMMUNITY REDEVELOPMENT TO THE CRA; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

5.7 RESOLUTION #2015-CRA-010

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING THE PROPER CRA OFFICIALS TO EXECUTE AN AMENDMENT TO AN AGREEMENT WITH ENO CONSULTING GROUP, LLC TO PROVIDE MANAGEMENT AND OVERSIGHT OF THE PATCH URBAN FARM AND MARKET; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

- 5.8 Budget Amendment to appropriate \$8,800.00 from CRA PATCH Fund Miscellaneous Revenues Account Number 112-00-00-369-90-01, and increasing budgeted expenditures through a budget transfer to the following expenditure accounts:

112-52-09-552-34-20 \$125.00
112-52-09-552-41-10 \$560.00
112-52-09-552-43-10 \$1,525.00
112-52-09-552-52-06 \$6,590.00

- 5.9 Approval of MetroStrategies and Redevelopment Management Associates Invoices #3379, #3388, #3440, #3438B, #3446

Board Member Duke motioned to approve the Consent Agenda; seconded by Board Member Jones. The motion carried unanimously.

6. Proposals and Bids

There were no proposals on this agenda.

7. Discussion and Possible Action

Vice-Chairman Grace questioned whether there is a timeframe to look at the director being under the CRA or under the City. She felt we need to make a decision as to what we are going to do.

Board Member Duke noted the Board approved a contract with RMA on tonight's Consent Agenda, which covers us for a year. He felt the discussion had been held before and it is over; the CRA has been outsourced and they will handle it. It is a compliment to Interim CRA Director Bach for bringing people together in the City.

Board Member Brandimarte said she likes it the way it is; she agreed Interim CRA Director Bach did bring people together.

Board Member Jones felt at some point in time, we need to have a director; we need to move from Interim to a Director. He agrees that the approved RMA contract is for one year, but nearing the end of that, we need to go out for RFP or RFQ.

Board Member Duke questioned why this would be necessary, as nothing is lacking.

Board Member Jones felt a director would add more personalization. Interim CRA Director Bach has done this and will continue doing this; this being the case, he questioned why we do not look at hiring Interim CRA Director Bach as director. He felt the position calls for a director, not an interim director.

Mayor Salvino said this has already been agreed on; the conversation is over and we should move on.

8. Board Member Comments

Board Member Jones thanked Dion Taylor for his report and work, and said the Board wants him to be successful.

9. Adjournment


Chairman Salvino adjourned the meeting at 6:45 p.m.

ATTEST:



LOUISE STILSON, CMC
CRA SECRETARY

COMMUNITY REDEVELOPMENT
AGENCY


MARCO A. SALVINO, SR.
CHAIRMAN – CRA

Approved: November 10, 2015



PATCH 2016: Key Performance Indicator (KPI) Recap

KPI	YoY 2012-2013	YoY 2013-2014	YoY 2014-2015
Revenue	+ 100%	+ 328%	+ 38.73%
Plot Leasing	0	0	1
Customer Visits	0	164	298
Avg. Sale per Customer	0	13.57	15.40
EBT Sales	0	1,286.77	4,272.95
PATCH Produce Sold as a % of Gross Sales	0	12%	23%
Value Add Sales	0	7%	9%
Volunteer Hours	0	330 m/hrs	570 m/hrs
# of Strategic Partners	1	3	10

PATCH 2016: Grow Plan

- Goal established to yield ~ 8,000 lbs. of produce.
- Streamlined crop rotation plan.
- Established 3 major grow waves to accomplish the following:
 1. Optimize yield results (2,700 lbs. per wave providing constant harvest through May 2016.
 2. Selected high value/high volume crop selection for 2016.
Averaging a sales price per lb. of ~ \$3.00





PATCH 2016: Partnering for Success (non-profit)

- **We are proud of a growing and robust partner network:**

- BRHPC
- University of Florida / IFAS
- Hands On Broward
- Urban League
- Health & Wellness Farms
- The Garden Network
- Health Foundation of South Florida
- YMCA
- Dismas
- Friends of the Library
- Meals on Wheels
- Broward Health Services
- Florida Organic Growers
- Wholesome Wave



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PATCH 2016: Partnering for Success (for profit)

- We are proud of a growing customer base:
 - Market 17/Day Market Kitchen
 - Local Roots Food Distributors
 - Urban Farm Oasis
 - Health & Wellness Farms
 - Basil Park
 - Spa Juice Bar
 - Squeeze Juice Bar
 - Green Bar Kitchen (GBK)





PATCH 2016: Partnering for Success (institutions)

- **Farm-To-School Programs**
 - Collins Elementary: *(Gardening for Grades)*
 - Hollywood Academy of Arts and Science: *(Roof Top Garden)*
 - Bethune: *(On-site garden and PATCH Agri-Tours)*
- **Farm-To-Plate Programs**
 - Refresh Live Restaurant (Sistrunk): *(Customer)*
 - Market 17 *(Plot Leasing)*



PATCH 2016: 2016 Strategic Initiatives

- 1. Roll-Out new & improved EBT Program**
 - New technology platform
 - Renewed 3 year grant (FINI)
 - Increased Marketing Dollars
 - More support staff
- 2. New Marketing Campaign**
 - Partnering with RMA to implement
- 3. More Robust Community Outreach Program**
 - Healthy Community Zones (HCZ)
 - Good Neighbor Store Initiative (GNS)
- 4. PATCH CAN (Community Agriculture Network)**